An Industry Example Social Networking to Achieve Business Outcomes

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Leveraging the Future Now

- Harnessing Creativity
  - Assessing Risk
    - Embracing Disruption

Collaboration > Co Creation

LOCKHEED MARTIN

‘Unity’ Roll Out:

- Tagging
- Blogs
- Discussion Forums
- Team Spaces
- Personal Spaces
- Wiki
- Document Sharing

More Tools for Today

- News Gator
  - RSS Feeds
- Instant Messaging
- Live Meeting
- Teleconferencing
- Web Pages
- And ‘yes’ good ole email

Virtual Word Experien

- Multiple Initiatives
  - Strategic Partnershi
  - M&A
  - Pure LM Initiatives
- Training, Meetings & Conferences
- Research & Development Environment
- Command and Control Products
- Telepresence as a way to immerse

The Future

- Focus on Connecting 146k
- A Conservative Approach to Addressing External Social Media
  - “How” Commercials
  - Participation in external Virtual World Environments
  - Exploring ‘Jams’ internal / external

digg

flickr

YouTube
Broadcast Yourself

Thank You

myspace
.com

Geni
beta
everyone's related

Open Diary
Read Life. Write Life.

PLURK

ravelry
beta

cafemom

epernicus
WHERE SCIENCE MEETS